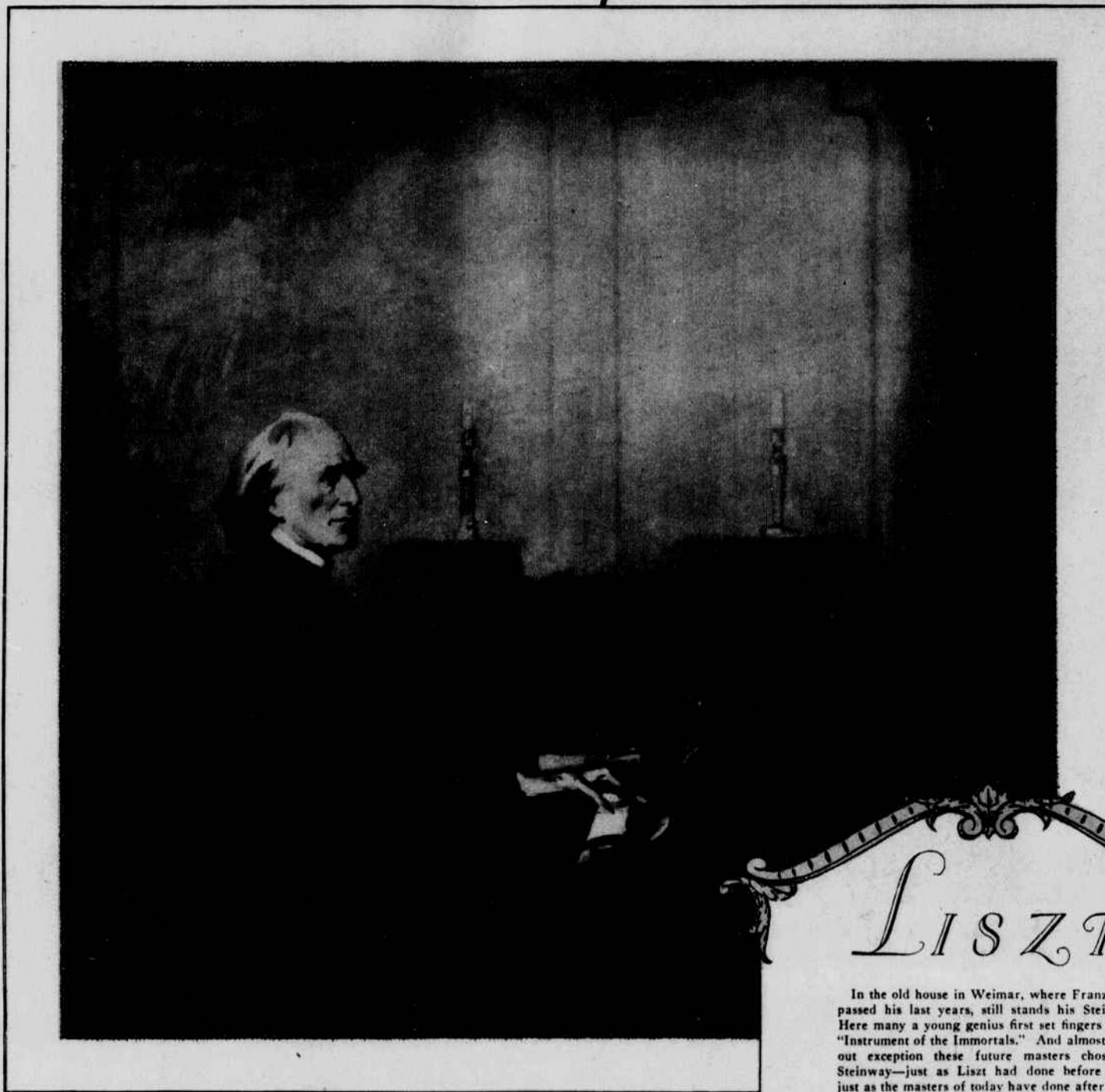


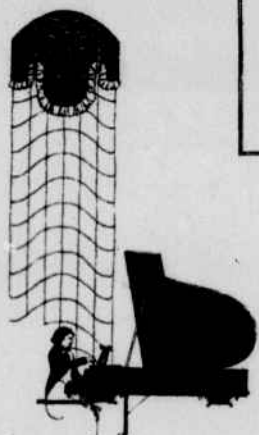
# STEINWAY

## *The Instrument of the Immortals*



LISZT

In the old house in Weimar, where Franz Liszt passed his last years, still stands his Steinway. Here many a young genius first set fingers to the "Instrument of the Immortals." And almost without exception these future masters chose the Steinway—just as Liszt had done before them, just as the masters of today have done after them.



## *The dream that can come true*

### STEINWAY DEMONSTRATIONS *by well known pianists*

Wednesday, November 2. Josef Lhévinne at the piano

Every Wednesday afternoon, at 3 o'clock, a special demonstration recital is held at Steinway Hall, in the "intimate" recital room. These demonstrations have been arranged especially for people who are considering the purchase of a piano, and therefore admission is free. A well-known pianist is soloist on each occasion. As the intimate recital room seats only 200 persons, seats must be secured in advance. Apply by telephone, letter or in person to Steinway & Sons, Steinway Hall, 109 East Fourteenth Street. Subway express stations at the door.

### Used pianos accepted in partial exchange

In these days there is a piano in almost every home. Many people postpone, or decide against, the purchase of a new piano because they do not realize that their old one will often be accepted as partial payment on a new piano. If you have a piano in good condition, Steinway & Sons will gladly examine it and fix a price upon it to apply as partial payment on a new Steinway.



SOMETIMES one hears a man or woman say, "It is the dream of my life to own a Steinway, but I am afraid it is beyond my means."

It is usual in life that the finest things are the most costly, and it is not unnatural for people to think that the Steinway is more costly than it is.

It is common knowledge that the Steinway has been the chosen piano of the masters of music since Wagner and Liszt. It is common knowledge that it is the piano one finds in the great conservatories of music and in homes of culture and wealth.

Those who have once touched fingers to a Steinway, or who have heard a master's touch, know that to produce such tone requires the finest materials that nature can yield or man devise. They know, too, that to transmute these materials into Steinway tone has exacted a sum of inspiration, of labor, of research, as devoted as Michelangelo's. Is it any wonder, then, that many people take for granted that a Steinway is beyond their means?

And were it not for a certain Steinway tradition, handed down from generation to generation of the Steinway family, this might be true.

Not long ago Paderewski wrote, "There is something in the history of the Steinways to rejoice the heart of everyone who is devoted to his profession." For more than three score years the members of the Steinway family have looked upon the making of their pianos as an art, rather than a business. It has been their inherited ideal to make the finest piano that can be made, and to give it to the world at the lowest cost possible and upon the most convenient terms possible.

It is one of the hardships of life that most of our dreams are beyond our reach, if we be of modest means. But the dream of so many music lovers to own a Steinway is easier of fulfillment than may seem. Here at Steinway Hall we strive to make it the dream that *can* come true.

**Any new Steinway piano can be purchased with a cash deposit of 10% and the balance in monthly payments for a period of two years**

**Prices, \$875 and up**

**Used pianos in good condition are accepted in partial exchange.**

In Greater New York, Steinway Pianos are sold *only* at Steinway Hall.

**STEINWAY & SONS, STEINWAY HALL, 109 E. Fourteenth St.**

SUBWAY EXPRESS STATIONS AT THE DOOR.

